

## **Resource Development for Nonprofit Organizations (20:834:576) [3 credits]**

### **Course Description**

This course examines how nonprofit organizations develop effective resource development strategies to support their important work in our society. The course reviews the theoretical rationales and practical considerations in managing particular sources of income, including charitable donations, government support, earned income, and investment income. It also discusses best practices in designing appropriate revenue portfolios to achieve financial health and sustainability.

### **Learning Objectives**

After completing this course, students will be able to:

- Understand the principles and practices of nonprofit resource development, including fundraising, grant writing, donor relations, and stewardship.
- Analyze diverse revenue streams available to nonprofits, such as individual donors, government and foundation grants, corporate partnerships, and earned income strategies.
- Develop effective resource development strategies tailored to the mission, goals, and capacity of nonprofit organizations.
- Evaluate the ethical and legal considerations associated with nonprofit resource development, including donor stewardship and accountability.
- Assess the impact and effectiveness of resource development initiatives on organizational sustainability and mission advancement.

### **Requirements**

Requirements will vary by instructor and may include:

- Assigned weekly readings
- Case studies and discussions
- Quizzes and exams
- A final project where students (in groups) evaluate a specific nonprofit organization's resource development strategy

### **Schedule / Outline of Topics**

- Week 1: Introduction to Resource Development in Nonprofit Organizations
- Week 2: Understanding Nonprofit Revenue Streams
- Week 3: Fundamentals of Fundraising: Strategies and Techniques
- Week 4: Grant Writing and Proposal Development
- Week 5: Donor Relations and Cultivation
- Week 6: Corporate Partnerships and Sponsorships
- Week 7: Earned Income Strategies for Nonprofits
- Week 8: Ethical and Legal Considerations in Resource Development

*This is a sample syllabus. Students should always obtain syllabi for their current courses from their professors.*  
(v.2/29/24)



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- Week 9: Assessing Nonprofit Financial Health and Sustainability
- Week 10: Impact Measurement and Reporting
- Week 11: Developing Resource Development Plans and Strategies
- Week 12: Case Studies and Best Practices in Nonprofit Resource Development
- Week 13: Presentations and Review of Resource Development Plans
- Week 14: Final Project Presentations and Course Reflections

### **Texts / Materials / Resources**

The selection of textbooks and readings will vary by instructor. Listed below are some of the possible textbooks, materials, and resources an instructor may select for this course:

- Young, D. R. (2007). *Financing nonprofits: Putting theory into practice*. Rowman Altamira.
- Worth, M. J. (2015). *Fundraising: Principles and practice*. Sage.
- Ridley-Duff, R. (2019). *Understanding social enterprise: Theory and practice*. Sage.
- Reich, R. (2018). *Just giving: Why philanthropy is failing democracy and how it can do better*. Princeton University Press.